

Certified Speaking Professional Requirements

Criteria

In order to qualify for accreditation as a CSP, you must meet the following criteria:

- You have been a financial member of PSA for a minimum of six months prior to applying.
- You have earned a minimum of \$400 000 in no more than 5 out of the past 8 years prior to applying
- Each of the presentations that you rely on to make up that income were for a minimum fee of \$1000 or equivalent in speaking related income (SRI)
- You have attended at least 2 PSA events in the years for which you claim the income
- You have given a minimum number of 5 presentations per year
- You meet an assessed standard of speaking ability, as evidenced by a full-length video recording of yourself delivering a presentation to a live audience – in person or virtual. The video must be of one of the paid presentations being counted in the application. It can be live or virtual.
- You meet an assessed standard of your professionalism and expertise, as evidenced in electronic examples (or links) of marketing materials, products or other materials.

Things to note

- You can include, in your income, presentations which meet all the criteria but which were made prior to you becoming a member of PSA, but you cannot lodge an application until you have been a member of PSA for six months.
- Speaking related income (SRI) is defined later in this document – please make sure you read it. The onus is on you to provide clear evidence that income being used in calculations was generated at a speaking event, part of the purpose of which was to sell products or services. The evidence may be subject to full or partial audit. Evidence might be, for example, a copy of a completed order form for your products with the date of the presentation printed on it, and a copy of the payment transaction within 7 days of the event.



What you need to provide us with

In order to be assessed, you must provide us with:

- The fully completed and signed application form and income spreadsheet* included with this document
- A duly executed and witnessed statutory declaration, in the form provided with these documents, attesting to the accuracy of the criteria mentioned
- The completed Release of Information Authority form provided with these documents
- The unedited video (minimum 30 minutes) referred to above
- The professional and expertise materials referred to above
- Full payment of the application fee

** The income spreadsheet requires a monthly summary of income totals listed by speaking modality (e.g. keynotes, other speaking, training, MC, SRI etc.) for each month of maximum five years being used in the application. As a result, the application must list the income total for each of 60 months, as well as the totals for each modality*

The application fee

A non-refundable fee of \$650 is payable and must be received and cleared before the assessment process can begin. Please contact PSA office about payment methods.

How your application will be assessed

Once you have lodged all of your documents and paid the fee, your application will be assessed as follows:

- The PSA Secretariat will check all the documents for completeness and forward them to the National Accreditation Chair
- The Chair sends the video to three current CSP's for assessment against criteria contained in the CSP Video Assessment Form contained in the downloaded documents
- The Chair reviews the other documents to ensure the other criteria are met
- If everything is approved, the Chair notifies the Secretariat that the application is successful
- The Secretariat then notifies the National President and Chapter President who will call the applicant with the good news

If the application is not successful for any reason, the National Accreditation Chair will:

- Advise the Secretariat accordingly

- Contact the applicant and advise them of the fact and the reasons why the application was not successful

Please note:

- The identity of the CSPs who are assessing your video remain confidential at all times, to preserve the integrity of the process.
- The identity of the National Accreditation Chair is not confidential, in order to provide transparency and accountability to the process. The Chair is appointed by the Board. The Chair is not involved in assessing the video, only in ensuring that the other documentation meets the criteria. No one other than the Chair and the auditor (if necessary) will see the financial information that you provide.
- After your application has been received and during the assessment process, you may be asked to provide details of every engagement in four of the months listed. These will be selected at random.
- An external auditor may contact clients from that list to verify the details. The auditor may also choose to ask for further detail if he or she deems it necessary. It is up to you to provide sufficient details for the engagement to be verified by telephone or email. If a particular engagement cannot be verified, due (for example) to the organisation having closed, or key people no longer being available, you may be asked to provide evidence of bank deposits to verify the engagement.
- During the assessment process, no member of PSA will see your client list. The National Accreditation Chair may, if there is a query, seek your permission to see the list for purposes of clarification only.
- The identity of the auditor remains confidential at all times. The agency which is used is not a member of PSA, nor do they have any affiliation with any member.
- Any application from an applicant who has had an adverse finding against them in an ethics investigation in the period covered by the application will not be accepted.

Definitions

For the purpose of international standards, definitions are as close as possible to the accepted international definitions used by the National Speakers Association and the International Association of Speakers' Bureaus.

Keynote

The main speech at a meeting, conference or convention or the speech in one of the featured spots at an event. The keynote sets the tone of a convention and carries out the theme. The keynote often is connected with prime time, such as a meal function, or delivered to open or close an event, and is given to the entire convention in the main room.

The essential factor which sets a keynote apart from other presentations is that it is delivered as a plenary session – that is, all of the attendees, not part of the attendees.

A breakout session is not a keynote

Please note:

- A keynote will typically have a minimum audience size of 30 people. It will nearly always be presented from a stage or platform. The audience will usually be in theatre style, unless the keynote is presented during a meal event.
- A keynote is not a training presentation.
- A keynote is not a breakout session.
- An event which employs a speaker to give a keynote presentation will nearly always have a printed program which will show the speaker as the keynote presenter. A copy of this should be included with your application.
- A keynote is nearly always part of a larger program which involves other activities and other presenters.
- A keynote is typically 30 – 90 minutes in duration.
- A keynote can contain audience interaction, but at least 75% of the presentation must be the speaker presenting their own original material.
- A keynote is not a sales pitch to a prospective client.
- A keynote may be presented to a public audience who have paid to attend the event.

Speaking Related Income

Speaking Related Income is income which is generated at a speaking event from the sale of products or services.

The purpose of speaking at the event must have been fully or partially to sell products or services.

Examples include:

- sales of the speaker's books and products at an event
- income from a coaching program which is sold at an event
- income from a consulting program which is sold at an event.

The crucial distinction is that the income must be obtained at an event or within 7 days of the event.

- **Example 1.** If a speaker gives a presentation and makes back of the room sales of books or products, then that income can be counted – even if the speaker was not paid a fee for the presentation itself.
- **Example 2.** If a speaker gives a presentation and provides an order form for sales of books or products, the sales generated by people handing in the order form at the event, or within 7 days of the event can be counted. Any sales made from the order form after 7 days may NOT be counted.

It is up to the speaker to provide the evidence in their application that the sales occurred within 7 days – this could be by providing the credit card transaction receipts showing the date of the transaction together with a dated order form.

- **Example 3.** If a speaker gives a presentation and provides an order form for sales of a coaching or consulting program, the sales generated by people handing in the order form at the event, or within 7 days of the event can be counted. Any sales made from the order form after 7 days may not be counted. It is up to the speaker to provide the evidence in their application that the sales occurred within 7 days – this could be by providing the credit card transaction receipts showing the date of the transaction together with a dated order form.

Please note: This is the only type of coaching or consulting income which can be counted towards accreditation.

Sales of products or services generated in any way other than at a speaking event (including website sales) cannot be counted towards accreditation.

The assessors may ask for further evidence of income being generated at an event.

Speaking

A presentation in which a minimum of 75% of the content is delivered live by the speaker using the spoken word. The balance may be audience participation, video, group discussion, audio, or similar. The presentation may be live or virtual.

Training

A presentation which meets the definition of speaking, but may be a training workshop for the purpose of imparting a particular skill or understanding. The emphasis is on a minimum of 75% of the content originating with the presenter.

Facilitation

Facilitation under the definition listed below cannot be included for income purposes.

The definition of facilitation has become very broad in recent years and for some people includes training presentations. For the purpose of CSP applications, the definition of facilitation is as follows:

Facilitation is where the facilitator (the applicant) provides process and direction to a group for the purpose of the group reaching a conclusion or direction which they will pursue. The majority of the input is from the participants, with the emphasis on the facilitator providing process, not content.

Examples include facilitating for

- a strategic planning session
- a de-briefing session
- a retreat
- a staff meeting
- a specific problem solving session.

The key feature is that the presenter will have been booked primarily to provide a process, not to provide content.

Presentations delivered remotely using technology

For the purpose of accreditation, presentations delivered using technology can be counted if they meet all of the other relevant requirements and definitions and the following guidelines:

- Webinar – A web-based seminar, presentation, or workshop that is transmitted live over the internet.
- Teleconference – A live telephone “hook up”.
- The minimum audience size for a technology based presentation to be counted towards accreditation is 3. Evidence of the audience number must be provided.
- The minimum income generated by participant fees or SRI (as defined) must meet the minimum fees required for the designation being applied for.

As technology advances and develops, an applicant wishing to use a type of technology not listed here should apply in advance of submitting their application, for the presentation to be counted towards accreditation.

PSA Event

A PSA event is defined as PSA convention, a PSA meeting, or any other live, face to face or virtual official event organized by PSA.

Applicants from other countries must have met this requirement in their home country association.

In particular circumstances, an applicant from other countries outside Australia, may count attendance at other GSF (Global Speakers Federation) events outside their home country.